

# UNIVERSITY OF IDAHO

## *Extension-State Partnership Educates Producers, Registers Premises*

### Situation

Premises registration is voluntary in Idaho. Following “pre-registration” in NAIS by the Idaho State Department of Agriculture (ISDA), Idaho’s producers received Premises Registration letters, causing confusion about the program’s status.

### Extension Strategy

In response, University of Idaho (UI) Extension joined the ISDA Steering Committee on NAIS to help ISDA address producers’ concerns. Targeting Idaho’s largest producer audience (beef cattle), UI Extension proposed workshops combining Beef Quality Assurance (BQA) with Animal ID outreach. With UI Extension spearheading the educational component, ISDA would address producer concerns in-person and register premises on-site.

### Implementation

Following trial runs at sale barns, the workshops were launched statewide in 2006. To help with the workshops’ financial and speaker needs, UI Extension received support from the Idaho Farm Bureau Federation (IFBF), the Idaho Cattlemen’s Association, and the Idaho Beef Council. Workshop promotion included: teasers in IFBF’s e-newsletter and publication (Gem State Producer); UI news releases; interviews on agricultural radio; flyers at sale barns and feed stores; and direct mailings. After a presentation on export markets and the risk of animal disease, UI Extension presented 30-minute modules covering:

- Individual Animal Identification Options and NAIS Compliance
- Proper BQA Management Techniques and Procedures
- The National Animal Identification System in Idaho
- The Value of Animal Health – Maintaining Cow Herd Health

Attendees who registered their premises on-site (via paper forms or live internet access) were eligible to receive door prizes.

### Outcome and Impact

Considered a success by all parties, the workshops reached over 700 producers – with approximately 50 percent registering their premises in person or after the event. Participants pointed out that learning about the program’s benefits, along with having ISDA present to answer questions, provided a positive experience.

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### EXTENSION SNAPSHOT

**STATE:** Idaho

**ESTIMATED PREMISES:** 18,754

**PREMISES REGISTERED:** 95.6%

**PROGRAM STATUS:** Voluntary but majority of producers’ premises “pre-registered”

#### **KEY STRATEGIES:**

- UI Extension joined State Steering Committee on NAIS
- Workshops combined BQA with NAIS outreach
- UI Extension presented educational modules
- ISDA addressed concerns and registered premises